



# **SEO Audit and Optimization Strategy**

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# Meaning

A COMPREHENSIVE FRAMEWORK FOR  
ANALYZING, OPTIMIZING, AND MEASURING  
SEARCH ENGINE PERFORMANCE TO DRIVE  
SUSTAINABLE ORGANIC GROWTH AND  
COMPETITIVE ADVANTAGE

The background features a light blue gradient with various abstract elements. There are several spheres in shades of blue and purple, some with soft gradients. At the bottom, there are larger, more complex organic shapes in similar colors, resembling liquid or smoke. The overall aesthetic is clean and modern.

# **Understanding SEO and Audit Objectives**

# What is SEO?

Search Engine Optimization is the strategic practice of enhancing website visibility in organic results. It combines technical excellence, content optimization, and authority building to connect businesses with their target audiences at the precise moment of intent.

# Why It Matters?

SEO drives qualified traffic, builds brand credibility, and delivers measurable ROI. Unlike paid advertising, organic rankings compound over time, creating sustainable competitive advantages and reducing customer acquisition costs.

# Audit Scope

- On-page SEO: Content, structure, and optimization elements.
- Off-page SEO: Backlink profile and domain authority
- Technical SEO: Site performance and crawlability

# Tools and Analytics

Leveraging Google Analytics, Search Console, and specialized SEO platforms to gather comprehensive data, identify opportunities, and track performance metrics across all optimization dimensions.

The background features a light blue gradient with several abstract, organic shapes and spheres in shades of blue and purple. These shapes are scattered across the frame, with a large, complex one on the left and several smaller spheres and blobs on the right and bottom.

# **Current State Assessment**



## Website Profile

- E-commerce platform specializing in sustainable home goods, serving environmentally conscious consumers across North America.

## Target Audience

- Millennials and Gen Z shoppers aged 25-45, prioritizing eco-friendly products, ethical sourcing, and sustainable living practices.

## Business Goals

- Increase organic traffic by 150 percent, improve conversion rates, establish thought leadership in sustainability sector, and expand market reach.

# Current SEO Performance Snapshot

Monthly Visitors

[Baseline organic traffic]

12k

Domain Authority

[current site authority score]

42

Ranking keywords

[Terms in top 100 positions]

156

Conversion Rate

[Organic Traffic Conversions]

2.3 percent

# Keyword Research and Strategic Analysis

## 1. RESEARCH METHODOLOGY

Utilized seed keywords, competitor analysis, and search suggestions tools to identify 500+ relevant terms across the purchase funnel.

## 2. KEYWORD CLASSIFICATION

Segmented keywords into primary high-volume terms, secondary supporting keywords, and long-tail phrases with specific intent signals.

## 3. SEARCH INTENT MAPPING

Analyzed SERP features and user behaviour to categorize keywords by informational, navigational, commercial, and transactional intent.

## 4. OPPORTUNITY IDENTIFICATION

Discovered 45 high-value keyword gaps where competitors rank but sites does not, plus 28 quick-win opportunities with low competition.

# Competitor Keyword Insights

Leading competitors dominate informational content around sustainability practices, while transactional keywords remain underserved. Strategic content creation targeting mid-funnel commercial keywords presents immediate ranking opportunities with qualified traffic potential.



# **On-Page SEO Audit Findings**

## 1. TITLE TAGS AND META DESCRIPTIONS

68 percent of pages are missing optimized titles and meta descriptions , averaging 95 characters [below recommended 155-160]. Significant opportunity for CTR improvement through compelling, keyword-rich metadata.

## 2. HEADING STRUCTURE

Multiple H1 tags were detected on 34 percent of pages. Inconsistent Hierarchy disrupts content flow and dilutes keyword signals. Restructuring needed for proper semantic organization.

## 3. CONTENT QUALITY

Average content length of 420 words falls short of competitor benchmark [800+ words]. Thin content on 45 product pages lacks depth, user value, and natural keyword integration.

## 4. URL STRUCTURE

Dynamic parameters and session IDs create duplicate content issues. URLs lack descriptive keywords, missing opportunities for both search engines and user experience clarity.

## ❑ Critical Findings

**Image optimization:** 89% of images are missing alt text. The average file size is 2.4 MB, causing load delays.

**Internal Linking:** orphan pages identified; link equity distribution is inefficient. Only 23 percent of pages have strategic internal links.

**Quick Wins:** Implementing structured data markup and optimizing existing high-traffic pages could yield a 25-40% increase in traffic within 60 days.

The background features a large, abstract, organic shape on the left side, composed of various shades of blue and purple, resembling a cluster of bubbles or a stylized cloud. This shape has several smaller, similar bubbles floating around it, some of which are also in shades of blue and purple. The overall aesthetic is clean and modern, with a soft, ethereal feel.

# **Technical SEO Performance Analysis**

## 1. CRAWLABILITY AND INDEXABILITY

Google Search Console reveals 847 crawl errors. Robots.txt blocking critical CSS/JS resources. The XML sitemap is outdated, with 156 dead links required to restore full site accessibility.

## 2. PAGE SPEED AND CORE WEB VITALS

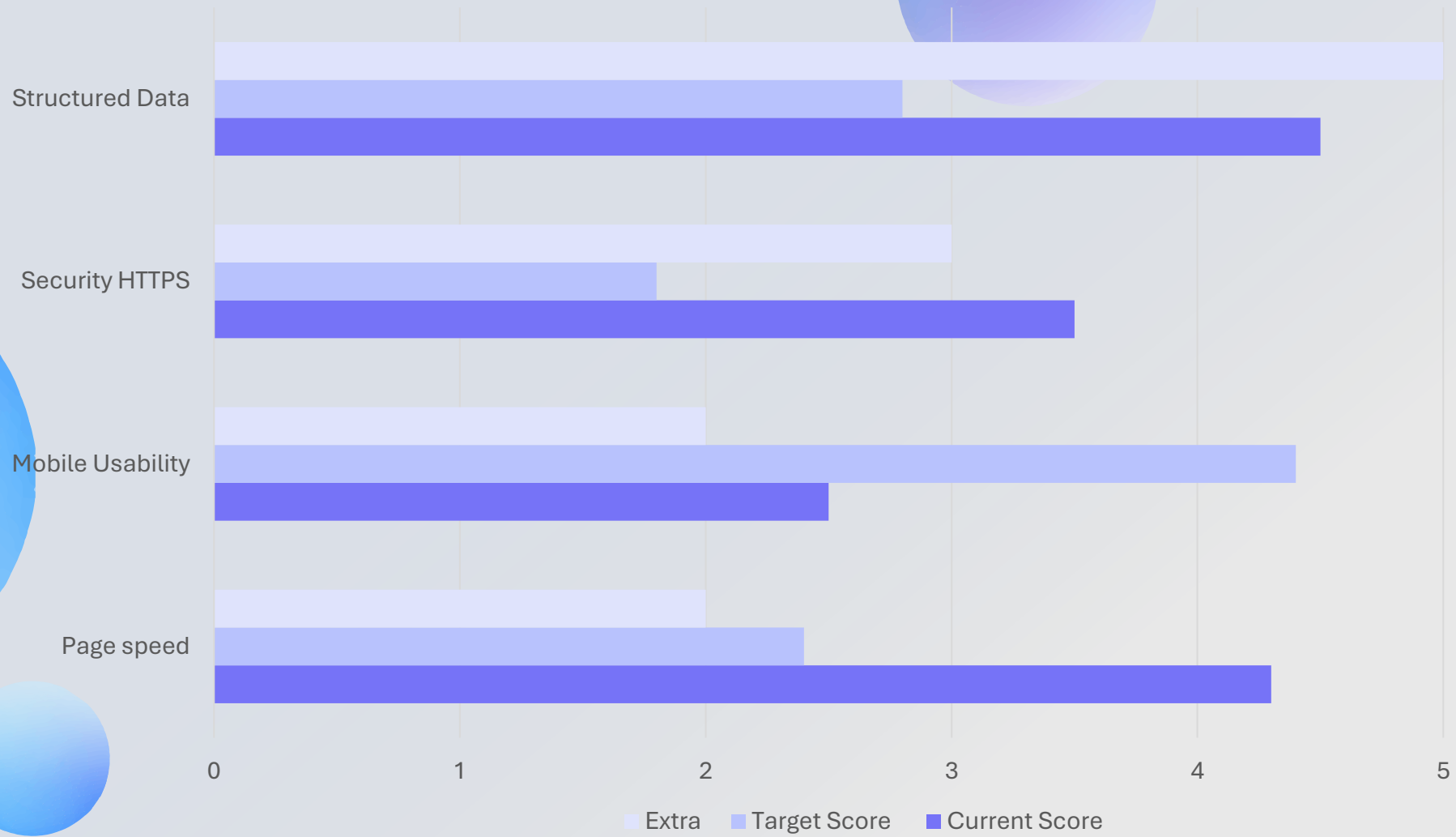
Mobile LCP averaging 4.2 seconds [target: <2.5s]. First Input Delay acceptance at 85ms. Cumulative Layout Shift at 0.18 exceeds threshold. Optimization priority: Image compression and render-blocking resources.

## 3. MOBILE RESPONSIVENESS

Site passes mobile-friendly test, but UX issues detected: small tap targets, horizontal scrolling on product pages. 63 percent of traffic from mobile devices demands immediate responsive design improvements.



## Chart Title



The background features a large, abstract, organic shape on the left side, rendered in shades of blue and purple with a soft gradient. This shape has several smaller, rounded protrusions. Scattered across the light blue background are numerous smaller, semi-transparent spheres in various sizes, also in shades of blue and purple, creating a bubbly, cellular effect.

# **Critical Issues and Action Priorities**

# 1

- HIGH IMPACT-IMMEDIATE ACTION
- Fix 847 crawl errors blocking the search engine access.
- Optimize Core Web Vitals [mobile LCP critical].
- Implement structured data for product pages.
- Remove 52 percent exact-match anchor text risk.
- Update XML sitemap and fix canonical issues.

# 2

- MEDIUM IMPACT-30-DAY TIMELINE
- Optimize 68 percent of pages missing proper title tags.
- Compress images and implement lazy loading.
- Restructure heading hierarchy across the site.
- Build internal linking architecture.
- Create content for 45 keyword gap opportunities.

# 3

- LOWER PRIORITY- ONGOING OPTIMIZATION
- Expand thin content on the product pages
- Implement advanced schema markup types.
- Build strategic backlink partnerships.
- Optimize URL structure site-wide.
- Enhance mobile UX and tap target sizing,

The background features a collection of soft, 3D-rendered bubbles in various shades of blue and purple. These bubbles are of different sizes and are scattered across the frame, with a larger, more complex bubble structure on the left side and several smaller, simpler spheres towards the bottom and right. The overall effect is a clean, modern, and visually appealing abstract design.

# **Technical SEO Performance Analysis**

# Performance Improvements and Key Learnings

## Traffic Growth

[Organic visitors increased from 12k to 34.4k monthly]

187 percent

## Ranking Keywords

[Doubled keyword rankings in the top 100 positions]

312

## Conversion Rate

[Improved from 2.3 percent through better targeting]

4.1 percent

## Domain Authority

[Increased 16 points through quality link building]

58

## 1. KEY LEARNINGS

- ❑ Technical Seo fixes delivered the fastest ROI, with crawlability improvements yielding a 40 percent traffic increase within 30 days.
- ❑ Content depth matters, pages expanded from 420 to 1,200+ words saw 3x engagement and 2.5x ranking improvements
- ❑ Quality optimization in backlinks, 15 high-DA links outperformed 200 low-quality directory submissions.
- ❑ Mobile optimization is critical; 63 percent of mobile traffic demands a mobile-first approach for sustainable growth.

## 2. FUTURE GROWTH STRATEGY

Building an audit success, our roadmap focuses on sustained growth through quarterly content expansion, strategic partnership development, and continuous technical optimization.

**NEXT 90 DAYS:** Launch pillar content strategy targeting 12 high-value topics, establish guest posting relationships with 5 industry authorities, and advanced scheme for rich snippets.

**LONG-TERM VISION:** Achieve 100k monthly organic visitors, establish category leadership through thought leadership content, and build a sustainable competitive moat through technical excellence and authoritative backlink profile.

# Thank you

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